

**Tourism International Grant Program**  
**NOFO ID: 524-145**

**Agency-specific Content for the Notice of Funding Opportunity**

**A. Program Description**

Section 605-707 of the Civil Administrative Code of Illinois (International Tourism Program) [20 ILCS 605/605-707] authorizes the Department of Commerce and Economic Opportunity to award grants to and work in cooperation with certified local tourism and convention bureaus and regional tourism development organizations to develop, coordinate and promote international tourism efforts.

The International tourism program is important to the State of Illinois' tourism industry to match/leverage local funds with State funds to promote destination drivers, to market and promote city attractions and events throughout the State to international travelers. The goal of the program is to increase international travel to Illinois by our target markets.

Priority funding will be given to those areas with an extensive international product including bookable product with both receptive tour operators and international tour operators. Those destinations targeting the same international markets as the Illinois Office of Tourism will also be given a stronger priority for funding.

The areas requesting funding should have an International Marketing Plan with measurable performance outcomes and needs to be provided with the grant application.

Applicant must identify performance accomplishments they will use to identify successful marketing outcomes. Such as:

1. Hosting international media and trade familiarization tours
2. Number of international media placements as a result of public relations efforts including the number of impressions and media value.
3. Number of international advertisements placed and results
4. Number of products with international tour operators
5. Number of international partner promotions
6. Number of international visitors to the area

**Tourism International Grant Program**  
**NOFO ID: 524-145**

**B. Funding Information**

This award is utilizing State funds. A minimum of \$1 million for downstate Convention and Visitors Bureaus (CVBs) will be awarded. Expenditures and activities for which grant funds can be utilized by Grantees include, but are not limited to, the following:

*Brochures that target international travelers; advertising in countries marketed by the state; in-country trade representations for trade promotions; familiarization tours for international trade and media; translation services, trade shows and sales missions and related travel; related memberships; and salary/fringe benefits for one international program staff performing duties set forth in the Grant Agreement's scope of work. Attendance and travel to trade shows is limited to only those destinations with current product being sold by tour operators. Attendance at receptive tour operator shows held in the U.S. will be allowed if past attendance has produced results.*

Grants will be awarded for the period covering July 1, 2016 – June 30, 2017.

Applicants must submit an International Marketing Plan which includes measurable performance outcomes with along with grant application package.

**C. Eligibility Information**

An entity may apply for a grant, but will not be eligible for a grant award until the entity has pre-qualified through the Grant Accountability and Transparency Act (GATA) Grantee Portal,

<http://www.illinois.gov/sites/GATA/Grantee/Pages/default.aspx>.

During pre-qualification, Dun and Bradstreet verifications, a check of Debarred and Suspended status, and a verification of good standing with the Illinois Secretary of State are performed. If applicable, the entity will be notified that it is ineligible for award as a result of the Dun and Bradstreet verification or if any corrective action is needed to become eligible for a grant award. The pre-qualification process also includes a financial and administrative risk assessment utilizing an internal control questionnaire. A link will be sent to the applicant via email.

Failure to meet an eligibility criterion by the time of the application deadline will result in the Department of Commerce and Economic Opportunity returning the application without review, or, even though the application may be reviewed, will preclude the State awarding agency from making an award.

**1. Eligible Applicants**

## **Tourism International Grant Program**

**NOFO ID: 524-145**

Only certified Local Tourism and Convention Bureaus or Regional Tourism Development Organizations with an international product sold by tour operators and listed with receptive operators may apply for funding.

The Department of Commerce and Economic Opportunity complies with all applicable provisions of state and federal laws and regulations pertaining to nondiscrimination, sexual harassment and equal employment opportunity including, but not limited to: The Illinois Human Rights Act (775 ILCS 5/1-101 et seq.), The Public Works Employment Discrimination Act (775 ILCS 10/1 et seq.), The United States Civil Rights Act of 1964 (as amended) (42 USC 2000a-and 2000H-6), Section 504 of the Rehabilitation Act of 1973 (29 USC 794), The Americans with Disabilities Act of 1990 (42 USC 12101 et seq.), and The Age Discrimination Act (42 USC 6101 et seq.).

### **2. Cost Sharing or Matching**

Each Grantee shall provide matching funds equal to no less than 50% of the award. If the Grantee fails to match any portion of the grant award in a given fiscal year, that portion of the grant shall be refunded to the Department of Commerce and Economic Opportunity in accordance with the terms of the Grant Agreement. In-kind contributions shall not exceed 25% of the matching funds.

### **3. Indirect Cost Rate**

Indirect costs are not applicable for the Tourism International Grant Program because of the sole source nature of the program.

### **4. Other, if applicable**

Only one application per organization will be accepted.

## **D. Application and Submission Information**

### **1. Address to Request Application Package**

Grant Application Packages are available at:

<http://www.illinois.gov/dceo/AboutDCEO/GATA/Pages/524-145.aspx>, or an applicant can email Michelle Stanton at [Michelle.Stanton@illinois.gov](mailto:Michelle.Stanton@illinois.gov) to request a Grant Application Package.

### **2. Content and Form of Application Submission**

All grant application forms should be submitted in the Word and Excel formats as provided. The responses to the Program Specific Criteria should be submitted in a Word document and fully address each established criteria. The International Marketing Plan should be submitted as a Word document.

### **3. Dun and Bradstreet Universal Numbering System (DUNS) Number and System for Award Management (SAM)**

## **Tourism International Grant Program**

**NOFO ID: 524-145**

Each applicant (unless the applicant is an individual or Federal or State awarding agency that is exempt from those requirements under 2 CFR § 25.110(b) or (c), or has an exception approved by the Federal or State awarding agency under 2 CFR § 25.110(d)) is required to:

- (i) Be registered in SAM before submitting its application. If you are not registered in SAM, this link provides a connection for SAM registration: <https://governmentcontractregistration.com/sam-registration.asp>;
- (ii) Provide a valid DUNS number in its application; and
- (iii) Maintain an active SAM registration with current information at all times during the entire period of an active Federal, Federal pass-through or State award or an application or plan under consideration by a Federal or State awarding agency. The Department of Commerce and Economic Opportunity may not make a Federal pass-through or State award to an applicant until the applicant has complied with all applicable DUNS and SAM requirements. If an applicant has not fully complied with these requirements by the time the Department of Commerce and Economic Opportunity is ready to make a Federal pass-through or State award, the Department of Commerce and Economic Opportunity may determine that the applicant is not qualified to receive a Federal pass-through or State award and use that determination as a basis for making a Federal pass-through or State award to another applicant.

#### **4. Submission Dates and Times**

All completed grant applications and other required forms must be submitted no later than 5:00 p.m. on Friday, September 9, 2016 to be considered for funding in FY17.

The agency will determine if applicant meets the deadline by the date and time of the electronic submittal.

#### **5. Intergovernmental Review, if applicable**

This funding opportunity is not subject to Executive Order 12372, "Intergovernmental Review of Federal Programs."

#### **6. Funding Restrictions**

This award does not allow reimbursement of pre-award costs.

#### **7. Other Submission Requirements**

Application and other required documents must be submitted electronically to Michelle Stanton at [michelle.stanton@illinois.gov](mailto:michelle.stanton@illinois.gov). Required documents include: Uniform Grant Application, Uniform Grant Budget and International Marketing Plan.

**Tourism International Grant Program**  
**NOFO ID: 524-145**

**E. Application Review Information**

**1. Criteria**

The Department's internal review committee shall evaluate each application packet. The criteria used in determining whether an application will be considered for a grant award includes, but is not limited to, the potential to increase overnight stays in Illinois and/or demonstrate the potential to develop international marketing materials or efforts. Each question below will be scored using a rating system of 1 – 10 (10 being the highest possible score per question) for a maximum possible score of 100.

1. To what extent does the project support and augment the international tourism efforts of the Illinois Office of Tourism?
2. To what extent is the project part of a marketing plan based upon research to increase international visitors to the area?
3. To what extent does the project have for potential interest or show existing interest for the chosen international market?
4. To what extent does the project include repeat marketing efforts and to what extent do the results from those efforts justify repeat funding?
5. To what extent does the project include adequate tracking and evaluation measures?
6. To what extent are there measurable ways to evaluate the projects effectiveness and return on investment?
7. To what extent will the project have a significant impact on the area's overall tourism efforts?
8. To what extent will the project have a significant impact on the State's overall tourism efforts?
9. To what extent is the destination visitor ready for international visitors?
10. The effectiveness of the applicant's overall international efforts.

**2. Review and Selection Process**

The Department's internal review committee's scores are averaged to obtain the Application's final score. An application's final score must be at least 50 of 100 possible points to be considered eligible for funding. The internal review committee shall forward all eligible applications, together with its recommendations, to the Director of the Department of Commerce and Economic Opportunity for final review and determination. During the final review process, the Director will determine whether an eligible application is awarded a grant.

**3. Anticipated Announcement and State Award Dates, if applicable**

**Tourism International Grant Program**  
**NOFO ID: 524-145**

The tentative grant award date is November 1, 2016.

**F. Award Administration Information**

**1. State Award Notices.**

Applicants who are selected will receive a Notice of State Award Finalist (NOSAF) via email. The NOSAF is not an authorization to begin performance.

**2. Administrative and National Policy Requirements**

There are no indirect costs associated with this grant. The Notice of State Award (NOSA) will specify the terms and conditions of the award. The NOSA will be distributed by the Department prior to issuance of a grant agreement.

**3. Reporting**

Programmatic and Financial Quarterly reports are due 30 days after quarter ends.

**G. State Awarding Agency Contact(s)**

Michelle Stanton

Illinois Department of Commerce & Economic Opportunity

Illinois Office of Tourism

100 W. Randolph Street – Ste 3-400

Chicago, IL 60601

Tele: 312-814-2637

Email: [michelle.stanton@illinois.gov](mailto:michelle.stanton@illinois.gov)

**H. Other Information, if applicable**

None.